



Canadian Internet  
Registration Authority

Autorité canadienne pour  
les enregistrements Internet

## Biography



### ***Byron Holland, President and CEO, Canadian Internet Registration Authority (CIRA)***

Byron G. Holland was appointed President and CEO of the Canadian Internet Registration Authority (CIRA) on January 21, 2008.

From 2000 to 2007, Holland was a founding partner and the Chief Operating Officer of Futura Rewards, the third largest coalition loyalty program in Canada. Holland oversaw the development and growth of Futura Rewards from an upstart in the loyalty rewards market into a publicly traded company with over 100 brand partners and 400,000 members.

Prior to Futura Rewards, Holland spent five years as the Managing Partner of Surf Side Limited, where he was responsible for turning the foundering Ottawa-based sporting goods retailer into a top-tier, profitable business.

From 1991 to 1993, Holland worked as Senior Financial Analyst for Antares Electronics Inc. during which time it was acquired by Control Data.

Holland holds a Bachelor of Arts with Honours from the University of Western Ontario and a Master of Business Administration from Queen's University.

Holland continues to serve on the Board of Directors of the Futura Loyalty Group.

[www.cira.ca](http://www.cira.ca)